

Tourism Board Meeting
July 14, 2005
City Hall Board Room

Board Members Present: Phil Mays, Jimmy Farlow, Lawrence McFall, Dale Castiglione, Wayne Oakes, Anil Patel and Tim Mantooth

Board Members Absent: Laurie Moran and Anne Moore

Others in attendance: John Gilstrap, Tish Lindsey, Rosalee Maxwell and Julie Allen

Phil Mays called the meeting to order.

Lawrence McFall moved to approve the minutes of the June meeting and Wayne Oakes seconded. The motion carried.

Committee Reports:

Communications Committee: The first issue of Destination: Danville will be ready for distribution next week. Co-op advertising opportunities will be presented at the Hotel & Attraction July committee meeting. The DRHTA quarterly meeting, held at the Community Market, had its best attendance due to the hard work of the Tourism Division. Weekly activities flyers are sent to hotels and attractions for them to place in areas of high visibility for visitors. Danville Register & Bee will be distributing newspapers to hotel guests with a Tourism “wrap” from late July to early October.

Historical Committee: There is no new report at this time.

Hotel & Attraction Committee: The date for the familiarization tour for the Virginia Welcome Centers Staff in 2006 has been changed from October 30 – November 2 to October 16 - 19. Collection of surveys to gather tourism information from hotel guests has been extremely low; a “thank you for participation” gift will soon be available. The new City employee orientation “Tourism” packets are being well received. A Danville booth will be set up at the Bracey Welcome Center on 7/21, 9/9, 10/21 and 11/23, as well as at some of the VIR events. There was discussion on how to make Rail Days into a community event with participation of the Danville Science Museum, Danville Fine Arts & History Museum and the AAF Tank Museum by making the focus broader in scope by including more transportation modes.

Restaurant Committee: There is no new report at this time.

Budget Committee: An update will be provided at the next meeting.

Old Business –

- **Tourism Board Structure:** There was discussion of adding another position to be automatically filled by the Institute; however, this would require an ordinance change. The Institute Conference Center (ICC) staff will be invited to a future meeting so that introductions and information

exchange can occur. Pam Divine currently serves on the Hotel & Attraction committee.

Invitations will be made to more of the ICC staff to serve on committees.

All Tourism Board committee members will be invited to future meetings, by committee one per meeting.

- Election of Member-At-Large: Since there were no nominations from the floor, Wayne Oakes moved that nominations be closed and to accept the slate of nominees (Chuck Vipperman, Cyndee Perdue Moore and Sarah Latham) submitted by the Nominations Committee. Jimmy Farlow seconded. Motion carried. Sarah Latham was elected as the Member-At-Large to serve the rest of Anne Moore's term which expires on June 30, 2007.
- Concert update: 3,300 attended the KC and the Sunshine Band Concert on July 8.
- Mural project: The presentation to City Council will be during their work session on Tuesday, July 19. Tourism Board members are invited to attend to show support for the project.

Election of Officers –

Jimmy Farlow moved that nominations be closed and accept the slate of officers as submitted by the Nominations Committee: Chair: Phil Mays, Vice-Chair: Lawrence McFall. Wayne Oakes seconded. Motion carried.

New Business –

- Training: There is a need for step-on guides to assist with bus tours. The Historic Committee will pursue the formalization and content of such training.
- Additional Tourism Assets for Danville: How do we get the Tobacco/Textile Museum reopened.

Jimmy Farlow moved to adjourn the meeting and Dale Castiglione seconded. The motion carried. Meeting adjourned.

The next Tourism Board meeting will be held on August 11 at 3:30 p.m. in the City Hall Board Room.